

CLAIMS

What is claimed is:

- 1 1. A method comprising:
 - 2 receiving input identifying a first broadcasted program; and
 - 3 selecting content, based on the input, to be displayed in a background area of an
 - 4 interactive programming guide.
- 1 2. The method of claim 1, wherein the first broadcasted program is selected from a
 - 2 set of broadcasted programs displayed in the interactive programming guide.
- 1 3. The method of claim 1, wherein the first broadcasted program is selected by a
 - 2 user of the interactive programming guide.
- 1 4. The method of claim 1, wherein the content includes an image from the first
 - 2 broadcasted program.
- 1 5. The method of claim 1, wherein the content includes information about a subject
 - 2 associated with the first broadcasted program.
- 1 6. The method of claim 1, wherein the content is selected based on a category of the
 - 2 first broadcasted program.

1 7. The method of claim 6, wherein the content includes information about a subject
2 associated with the category.

1 8. A machine-readable medium that provides instructions that, when executed by a
2 machine, cause the machine to perform operations comprising:
3 receiving input identifying a first broadcasted program; and
4 selecting content, based on the input, to be displayed in a background area of an
5 interactive programming guide.

1 9. The machine-readable medium of claim 8, wherein the first broadcasted program
2 is selected from a set of broadcasted programs displayed in the interactive programming
3 guide.

1 10. The machine-readable medium of claim 8, wherein the first broadcasted program
2 is selected by a user of the interactive programming guide.

1 11. The machine-readable medium of claim 8, wherein the content includes an image
2 from the first broadcasted program.

1 12. The machine-readable medium of claim 8, wherein the content includes
2 information about a subject associated with the first broadcasted program.

1 13. The machine-readable medium of claim 8, wherein the content is selected based
2 on a category of the first broadcasted program.

1 14. The machine-readable medium of claim 13, wherein the content includes
2 information about a subject associated with the category.

1 15. A system comprising:
2 a first unit to receive input identifying a first broadcasted program; and
3 a second unit to select content, based on the input, to be displayed in a background area
4 of an interactive programming guide.

1 16. The system of claim 15, wherein the first broadcasted program is selected from a
2 set of broadcasted programs displayed in the interactive programming guide.

1 17. The system of claim 15, wherein the first broadcasted program is selected by a
2 user of the interactive programming guide.

1 18. The system of claim 15, wherein the content includes an image from the first
2 broadcasted program.

1 19. The system of claim 15, wherein the content includes information about a subject
2 associated with the first broadcasted program.

